

Docket No.: CANN-0208  
Application No.: 09/814,622  
Amendment Date: April 20, 2006  
Reply of Office Action of: October 20, 2005

### **AMENDMENTS TO THE CLAIMS**

Please cancel claims 12, 14, 88-95, 98-100, amend claim 15, and add claims 119-121 as indicated among the following complete set of pending claims:

Claims 1-11. (Previously canceled).

Claims 12. (Canceled)

Claim 13. (Previously canceled).

Claim 14. (Canceled)

Claim 15. (Previously presented) A program product comprising:

an advertising plan optimization mechanism[[ for generating a]] that creates an advertising plan[[ for providing]], wherein:

the advertising plan optimization mechanism schedules a distribution of an[[ advertisement]] advertising message[[ to a preselected group of]] on one or more broadcast or other shared media vehicles for exposure to potential[[ message recipients]] customers, wherein the potential customers receive the same advertising message.

the advertising plan optimization mechanism[[ modifying an]] creates or modifies the advertising plan[[ for advertising the message to the preselected group]] by modifying the distribution of the advertising message within an advertising schedule and evaluating a resulting advertising plan to achieve one of an improved and an optimal advertising plan for the message; and

signal bearing media bearing the advertising optimization mechanism.

Claim 16. (Previously presented) The program product of claim 15 wherein the signal bearing media comprises transmission media.

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Claim 17. (Previously presented) The program product of claim 15 wherein the signal bearing media comprises recordable media.

Claim 18. (Previously presented) The program product of claim 15 further comprising a plurality of indices which are utilized by the advertising plan optimization mechanism to iteratively modify the advertising plan.

Claim 19. (Previously presented) The program product of claim 18 wherein the plurality of indices comprises at least one of an exposure valuation index, an audience valuation index, an exposure recency index, a response index and a cost index.

Claim 20. (original) The program product of claim 15 further comprising a data conversion mechanism, the data conversion mechanism comprising a mechanism for converting data from a first data format to a second data format.

Claim 21. (Previously presented) The program product of claim 20 wherein the first data format is a plurality of media exposure records and the second data format is a plurality of variable length records which describe changes in media related access data for a target audience.

Claim 22. (previously presented) The program product of claim 20 wherein the first data format is a plurality of media exposure records and the second data format is a binary representation of the plurality of media exposure records.

Claims 23-87. (Previously canceled).

Claims 88-95. (Canceled)

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Claim 96. (Previously added) The program product of claim 21 wherein the media exposure records comprise television viewing records.

Claim 97. (Previously added) The program product of claim 21 wherein the media exposure records comprise television viewing records produced by A.C. Nielsen.

Claims 98-100. (Canceled)

Claim 101. (Previously withdrawn) A program product for calculating a score for an advertisement message to be provided to a preselected group of potential message recipients, the program product comprising:

- an advertising plan optimization mechanism configured to:

- determine a separate exposure valuation for each of a plurality of group members to the message;

- determine a separate audience valuation for each of the plurality of group members;

- combine the exposure valuation with the audience valuation for each of the plurality of group members to produce an audience/exposure value for the message for each group member,

- combine the audience/exposure values for each of the plurality of group members; and

- adjust the combined audience/exposure values using one or more of a recency index, a response index, and a cost index to calculate the score for the message; and

- signal bearing media bearing the advertising optimization mechanism.

Claim 102. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using forecasted exposure estimates to determine the exposure valuation for the audience member.

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Claim 103. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using historical exposure data to determine the exposure valuation for the audience member.

Claim 104. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation by:

assigning a separate characteristics value for at least one of a plurality of demographic characteristics for each group member; and

combining the separate characteristics values to calculate the audience valuation for the group member.

Claim 105. (Previously withdrawn) The program product of claim 104 wherein the advertising plan optimization mechanism is configured to combine the separate characteristics values by multiplying the values together.

Claim 106. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using a weighted effective frequency method to determine the exposure valuation.

Claim 107. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using a time weighted effective frequency method to determine the exposure valuation.

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Claim 108 (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using an average frequency method to determine the exposure valuation for each of the plurality of group members to the message.

Claim 109 (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using an effective frequency method to determine the exposure valuation for each of a plurality of group members to the message.

Claim 110. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to adjust the combined audience/exposure values using at least one of a recency index, a response index, and a cost index to calculate the score.

Claim 111. (Previously withdrawn) The program product of claim 110 wherein the advertising plan optimization mechanism is configured to adjust the combined audience/exposure values by multiplying the combined audience/exposure values by at least one of a recency index and a response index, and dividing by a cost index to calculate a score.

Claim 112. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to combine the audience/exposure values by summing the audience/exposure values for each of the plurality of group members for the message.

Claims 113. (Previously withdrawn) The program product of claim 101 wherein the advertising plan optimization mechanism is configured to determine the separate exposure valuation using predetermined formula to determine the separate exposure valuation of each of the plurality of group members to the message.

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Claim 114. (Previously withdrawn) A program product for modifying an advertising plan for presentation of a plurality of advertisements within an advertising schedule to a preselected group of potential customers, the program product comprising:  
an advertising plan optimization mechanism configured to:  
determine a separate score for each advertisement in the advertising schedule using at least one of an exposure index, an audience valuation index, a recency index, a response index, and a cost index;  
selecting at least one advertisement from the advertising schedule for removal from the schedule based upon the score; and  
removing the selected at least one advertisement from the advertising schedule; and  
signal bearing media bearing the advertising optimization mechanism.

Claim 115. (Previously withdrawn) The program product of claim 114 wherein the advertising plan optimization mechanism is configured to select at least one advertisement from the advertising schedule for removal by a user interactively removing the at least one advertisement from the advertising schedule.

Claim 116. (Previously withdrawn) The program product of claim 114 wherein the advertising plan optimization mechanism is configured to select at least one advertisement from the advertising plan for removal by automatic removal of the advertisement based upon predetermined parameters.

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Claim 117. (Previously withdrawn) A program product for modifying an advertising plan for presentation of a plurality of advertisements having a common message within an advertising schedule to a preselected group of potential message recipients, the program product comprising:

an advertising plan optimization mechanism configured to:  
determining a separate score for each advertisement in the advertising plan, using at least one of an exposure index, an audience valuation index, a recency index, a response index, and a cost index;  
determining a separate score for each advertisement being considered for inclusion in the advertising plan;  
selecting at least one advertisement from those being considered based upon the score; and  
adding the at least one selected advertisement to the advertising plan; and  
signal bearing media bearing the advertising optimization mechanism.

Claim 118. (Previously added) The program product of claim 15 wherein the advertising plan optimization mechanism is configured to iteratively modify the advertising plan using at least one of an exposure valuation index, an audience valuation index and an exposure recency index.

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Claim 119. (New) A program product including an advertising plan optimization mechanism, the program product comprising:

the advertising plan optimization mechanism that schedules a particular advertising message for one or more broadcast media vehicles in order to generate an advertising plan, wherein:

the advertising plan optimization mechanism schedules a distribution of the particular advertising message in time and a distribution on the one or more broadcast media vehicles for exposure to potential customers,

the advertising plan optimization mechanism modifies the advertising plan by modifying the distribution of the particular advertising message within an advertising schedule and evaluating a resulting advertising plan to achieve one of an improved and an optimal advertising plan for the message; and

signal bearing media bearing the advertising optimization mechanism.

Claim 120. (New) The program product of claim 119, wherein the advertising plan optimization mechanism utilizes at least one database made up of non-real time data in creating the advertising plan, scheduling the distribution of the advertising message, modifying the advertising plan, and evaluating the resulting advertising plan.



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Claim 121. (New) A program product including an advertising plan optimization mechanism for use by a media planner, the program product comprising:

the advertising plan optimization mechanism connected to a user interface for use by the media planner in generating an advertising plan, wherein:

the advertising plan optimization mechanism schedules a distribution of a single advertising message on one or more broadcast or other shared media vehicles for exposure to potential customers,

the advertising plan optimization mechanism modifies the advertising plan by modifying the distribution of the advertising message within an advertising schedule and evaluating a resulting advertising plan to achieve one of an improved and an optimal advertising plan for the message, and

the advertising plan optimization mechanism utilizes at least one database made up of non-real time data in creating the advertising plan, scheduling the distribution of the advertising message, modifying the advertising plan, and evaluating the resulting advertising plan; and

signal bearing media bearing the advertising optimization.